

FIG. 1

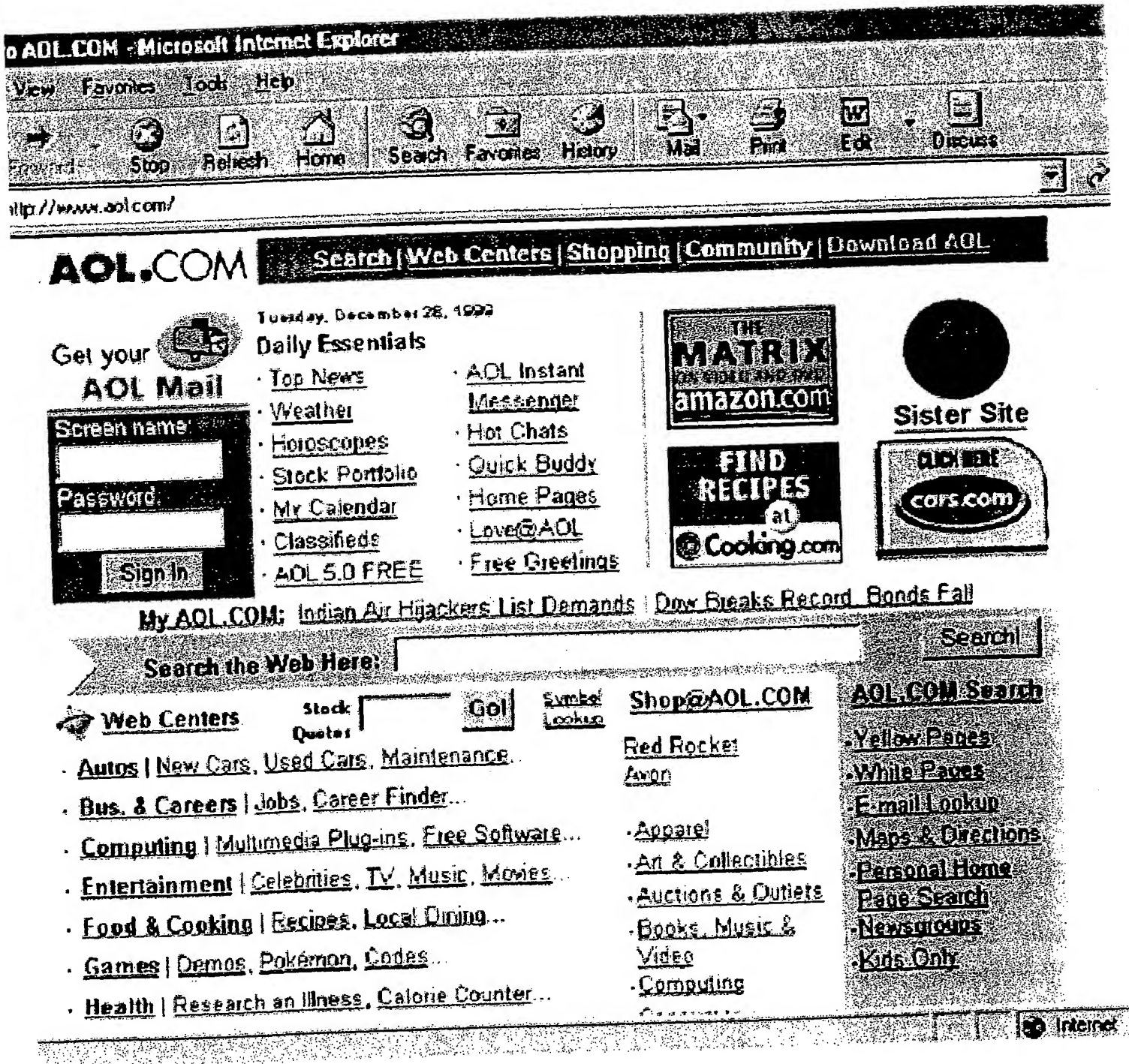

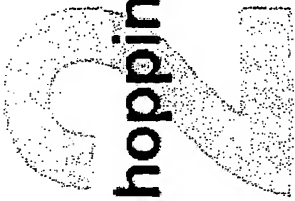
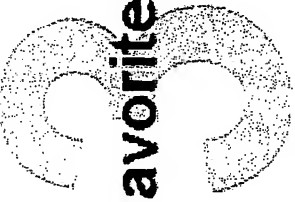
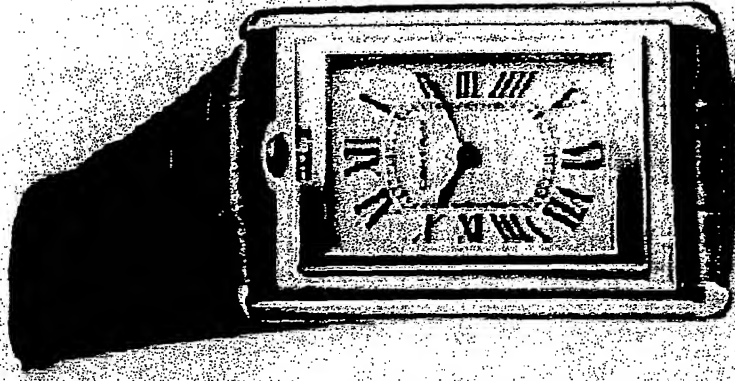



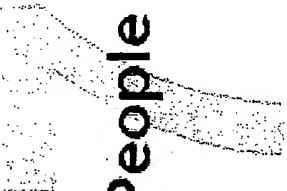
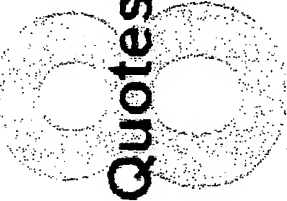
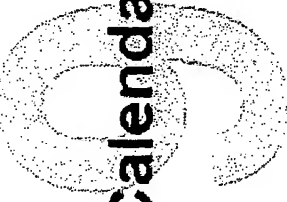

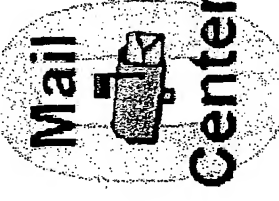
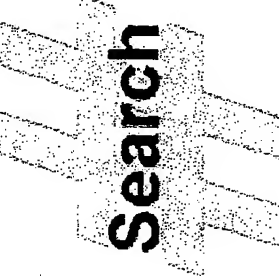


Fig 2A

 <p><b>Channels</b></p>	 <p><b>Shopping</b></p>	 <p><b>Favorites</b></p>	 <p><i>Cartier</i></p>
 <p><b>Essentials</b></p>	 <p><b>My AOL</b></p>	 <p><b>My Files</b></p>	
 <p><b>People</b></p>	 <p><b>Quotes</b></p>	 <p><b>Calendar</b></p>	
 <p><b>AOL Home</b></p>	 <p><b>Mail Center</b></p>	 <p><b>Search</b></p>	<p><b>AOL.COM</b> Sister Site</p>



Yahoo! Mail  
free email for life

Free  
Internet Access

Search  
advanced search

Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personals - Games - Chat - Clubs  
Mail - Calendar - Messenger - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...

Yahoo! Shopping - Thousands of stores. Millions of products.

Departments  
Apparel  
Flowers  
Toys R Us  
Gap  
Pokemon  
MP3 players  
DVD players  
Electronics  
Computers  
Music  
Video/DVD  
Bath/Beauty  
Food/Drink  
Apparel  
Flowers  
Toys R Us  
Gap  
Pokemon  
MP3 players  
DVD players

Arts & Humanities  
Literature, Photography...

Business & Economy  
Companies, Finance, Jobs...

Computers & Internet  
Internet, WWW, Software, Games...

Education  
College and University, K-12...

Entertainment  
Cool Links, Movies, Humor, Music...

Government  
Elections, Military, Law, Taxes...

Health  
Medicine, Diseases, Drugs, Fitness...

Society & Culture  
People, Environment, Religion...

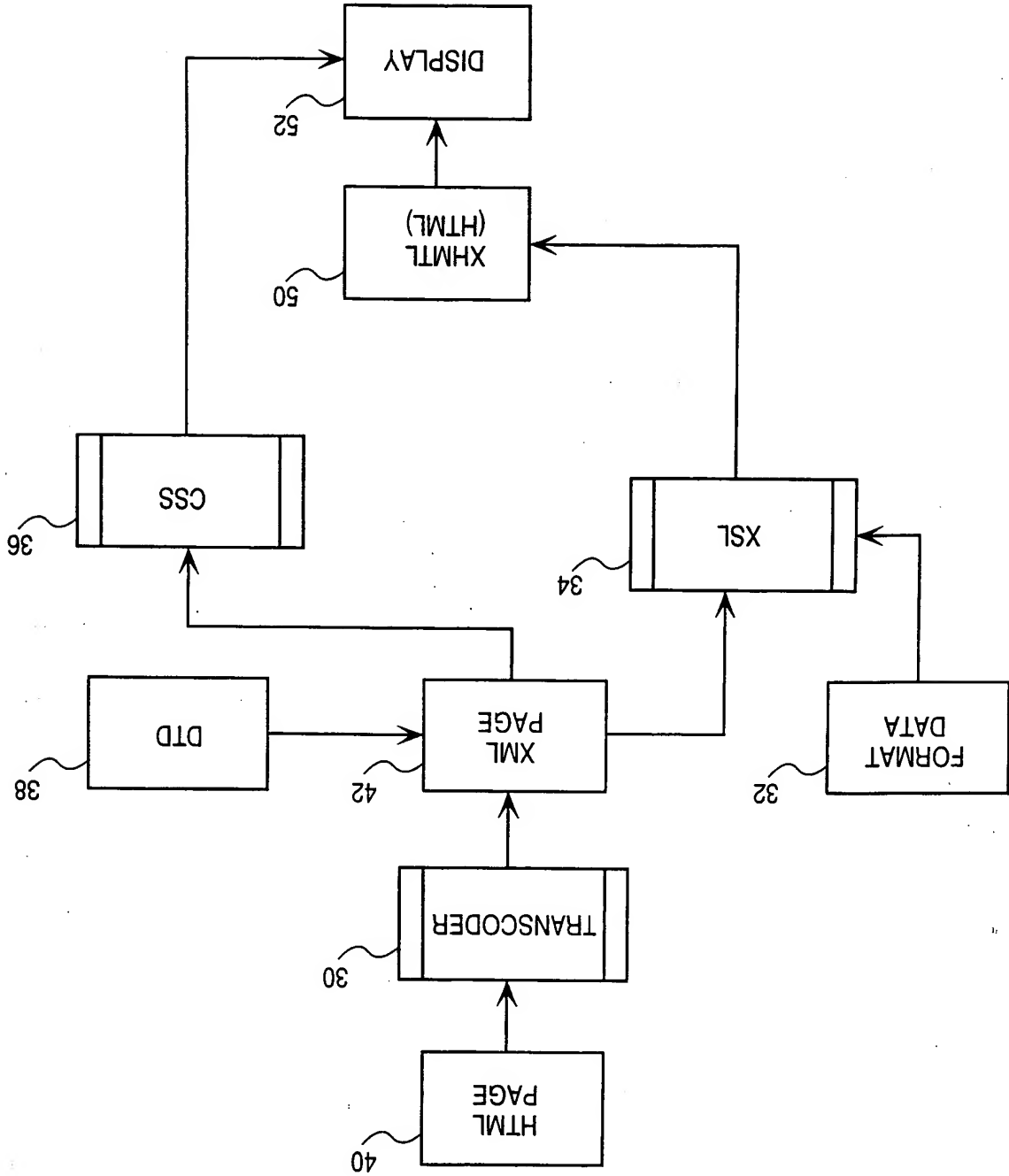
World Yahoo's  
Europe: Denmark, France, Germany, Italy, Norway, Sweden, UK & Ireland  
Pacific Rim: Asia, Australia & NZ, China, Chinese, HK, Japan, Korea, Singapore, Taiwan  
Americas: Brazil, Canada, Mexico, Spanish  
Yahoo! Get Local LA - NYC - SF Bay - Chicago - more...

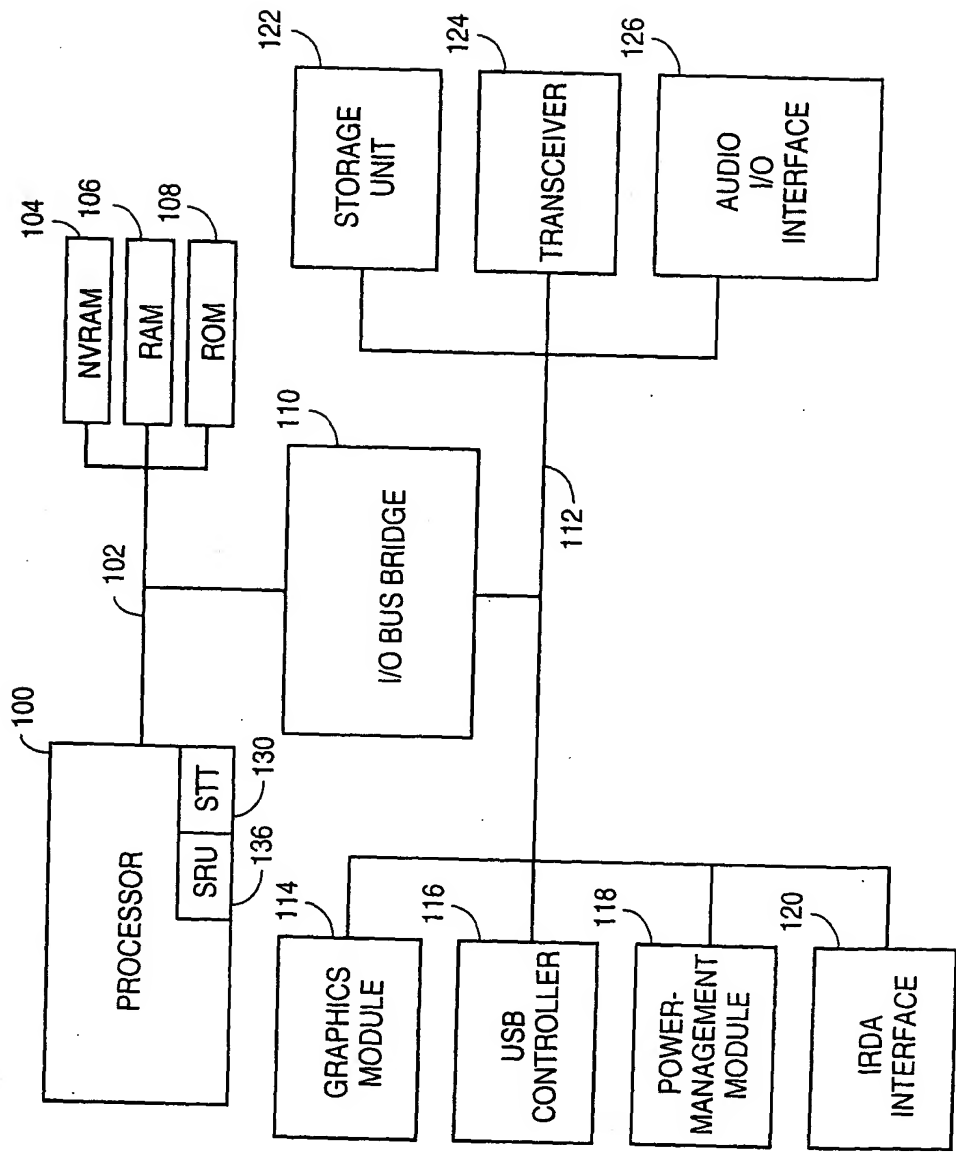
Other  
Autos - Careers - Digital - Entertainment - Greetings - Health - Invites - Local Events - Net Events  
Message Boards - Movies - Music - Real Estate - Small Business - Y! Internet Life - Yahoo!igans!

Yahoo! prefers  
VISA

How to Suggest a Site - Company Info - Privacy Policy - Terms of Service - Contributors - Openings at Yahoo!  
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Copyright Policy

FIG. 3





**FIG. 4**

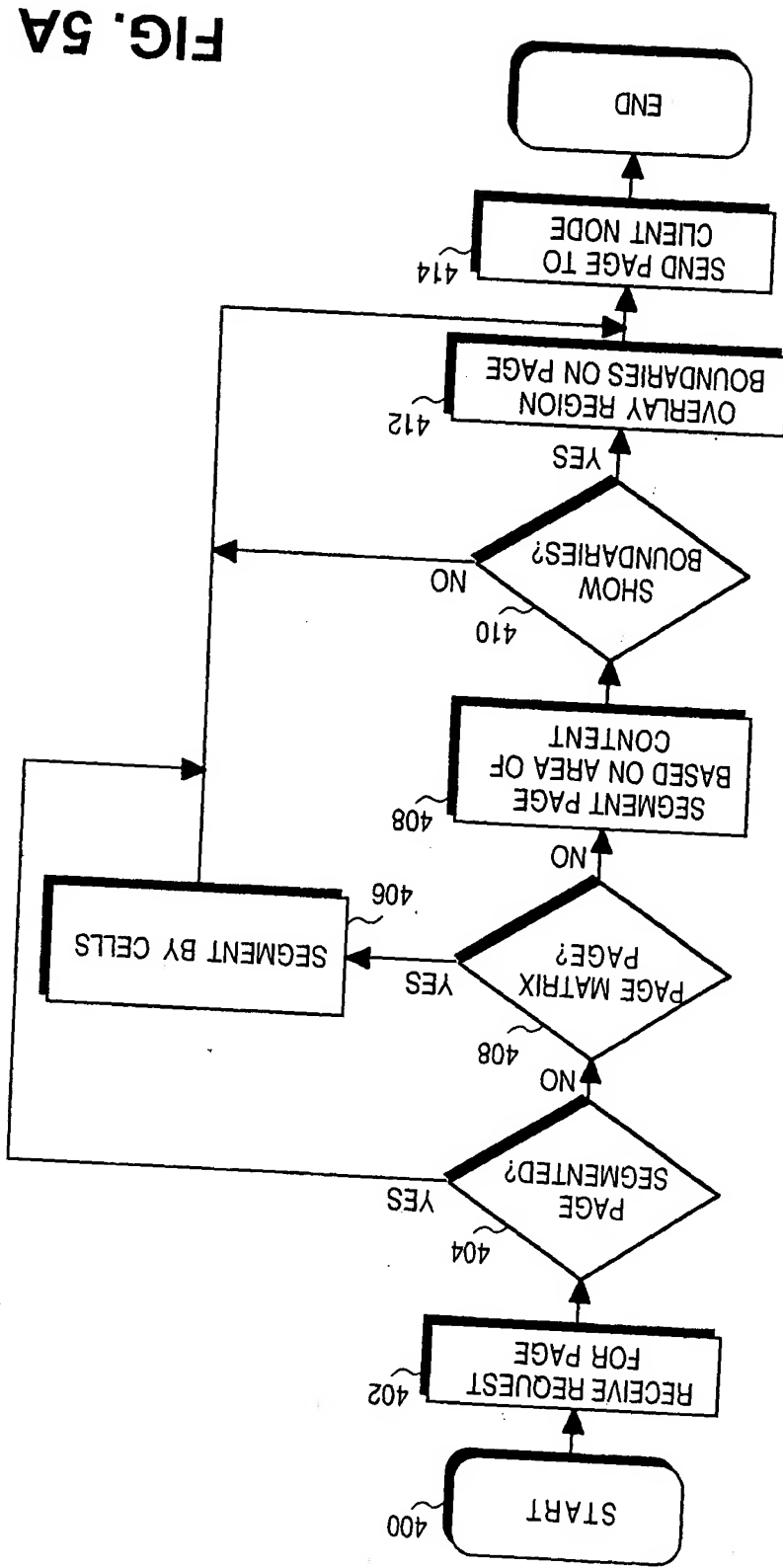


FIG. 5B

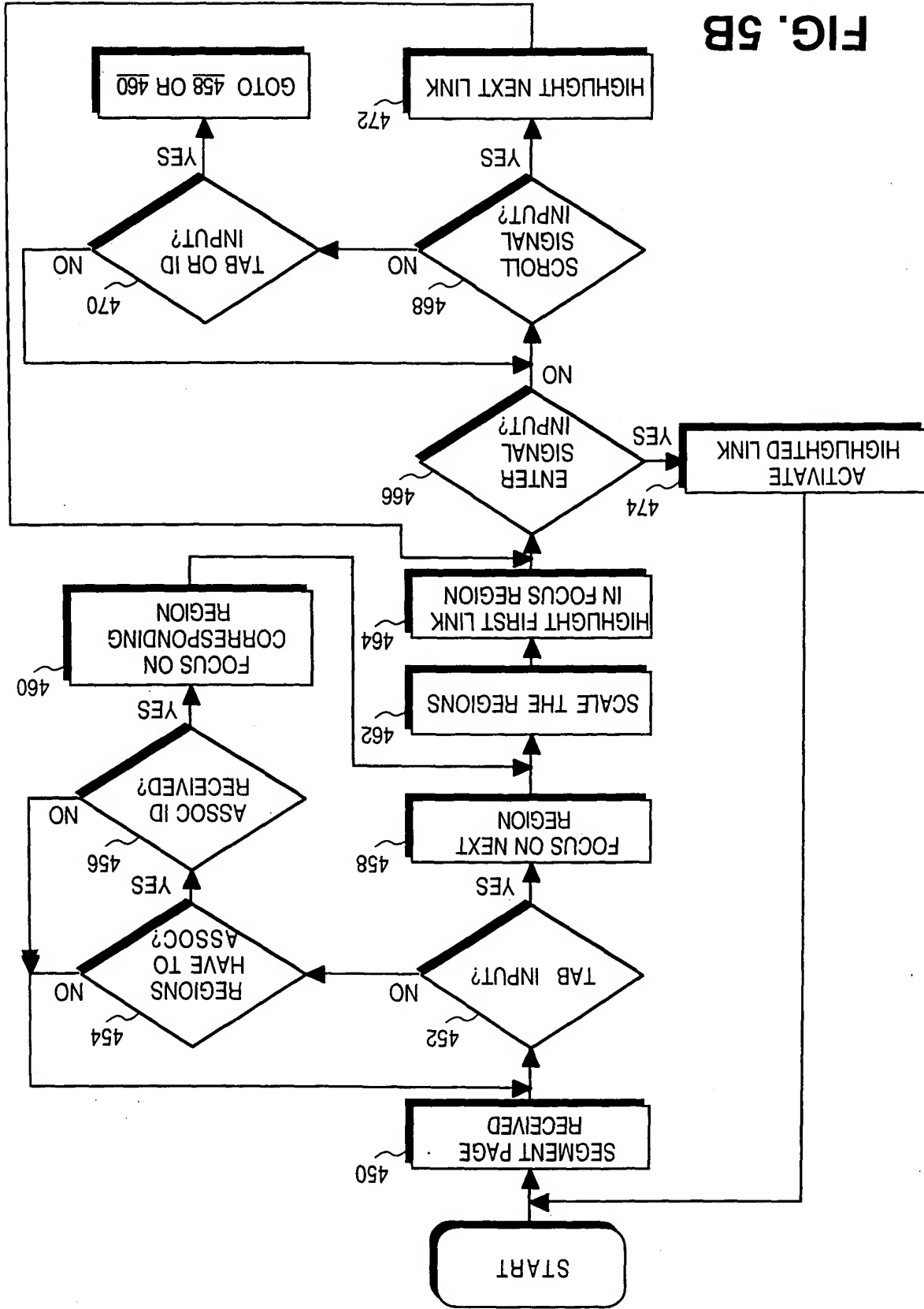
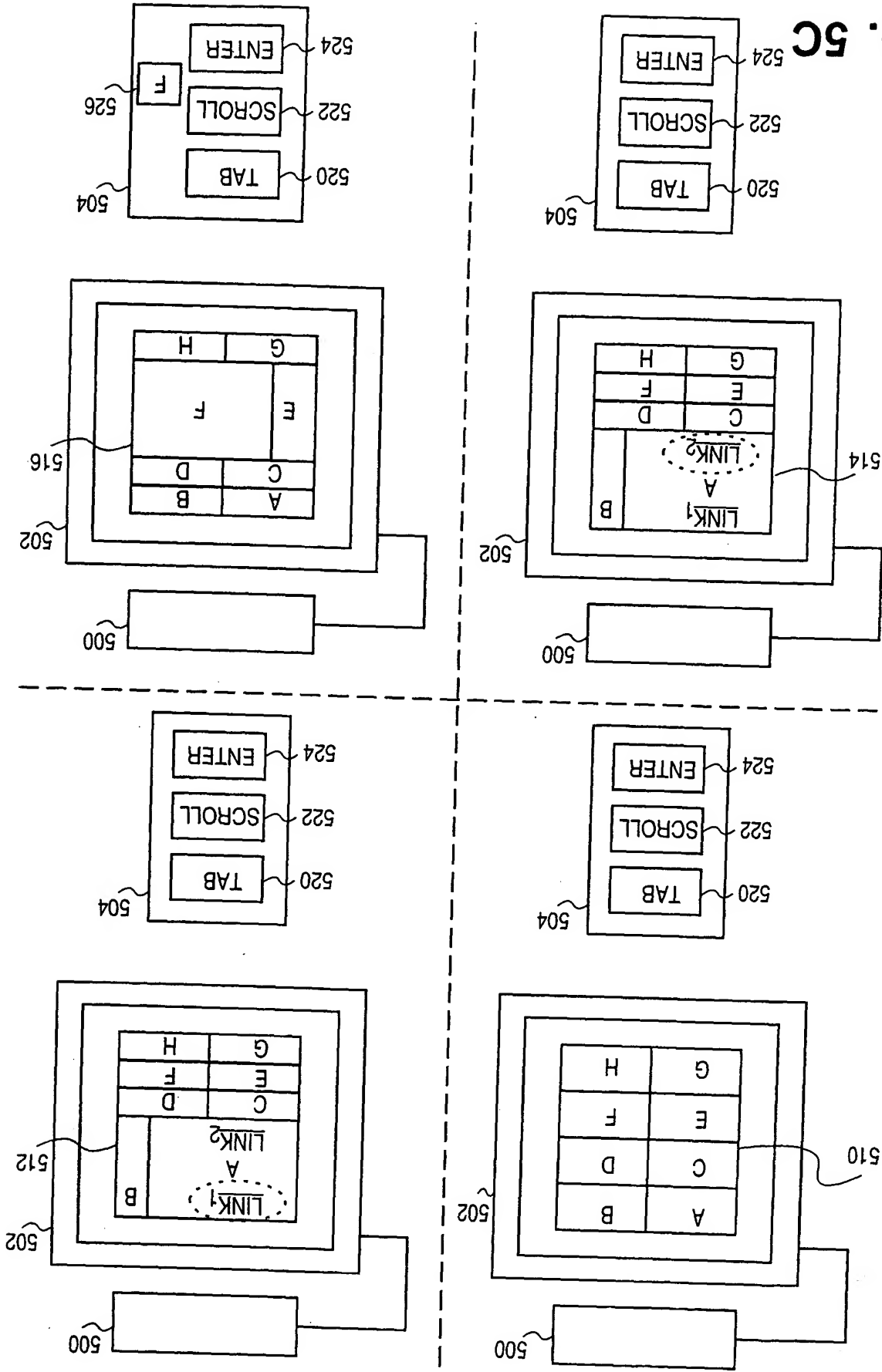
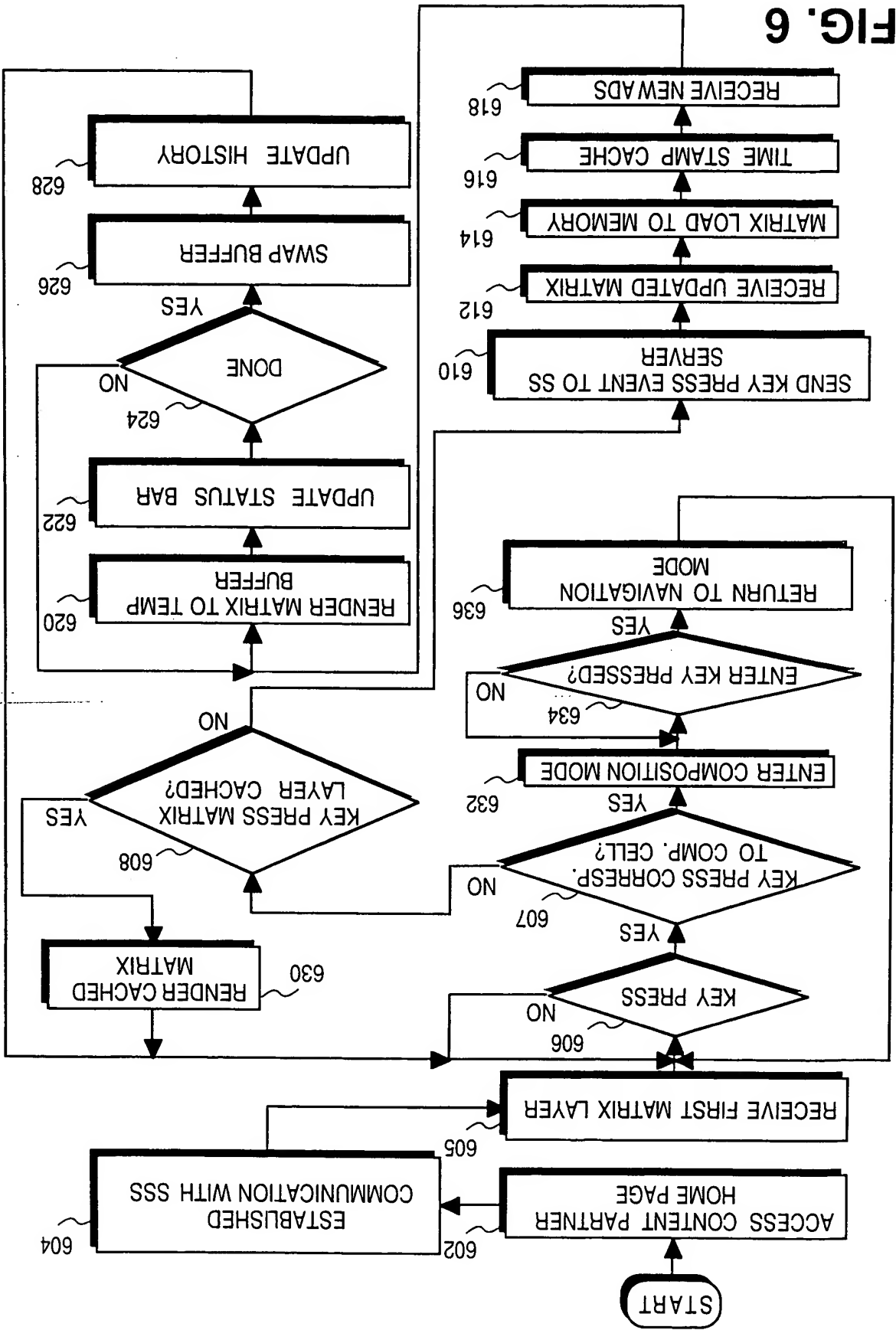




FIG. 5C





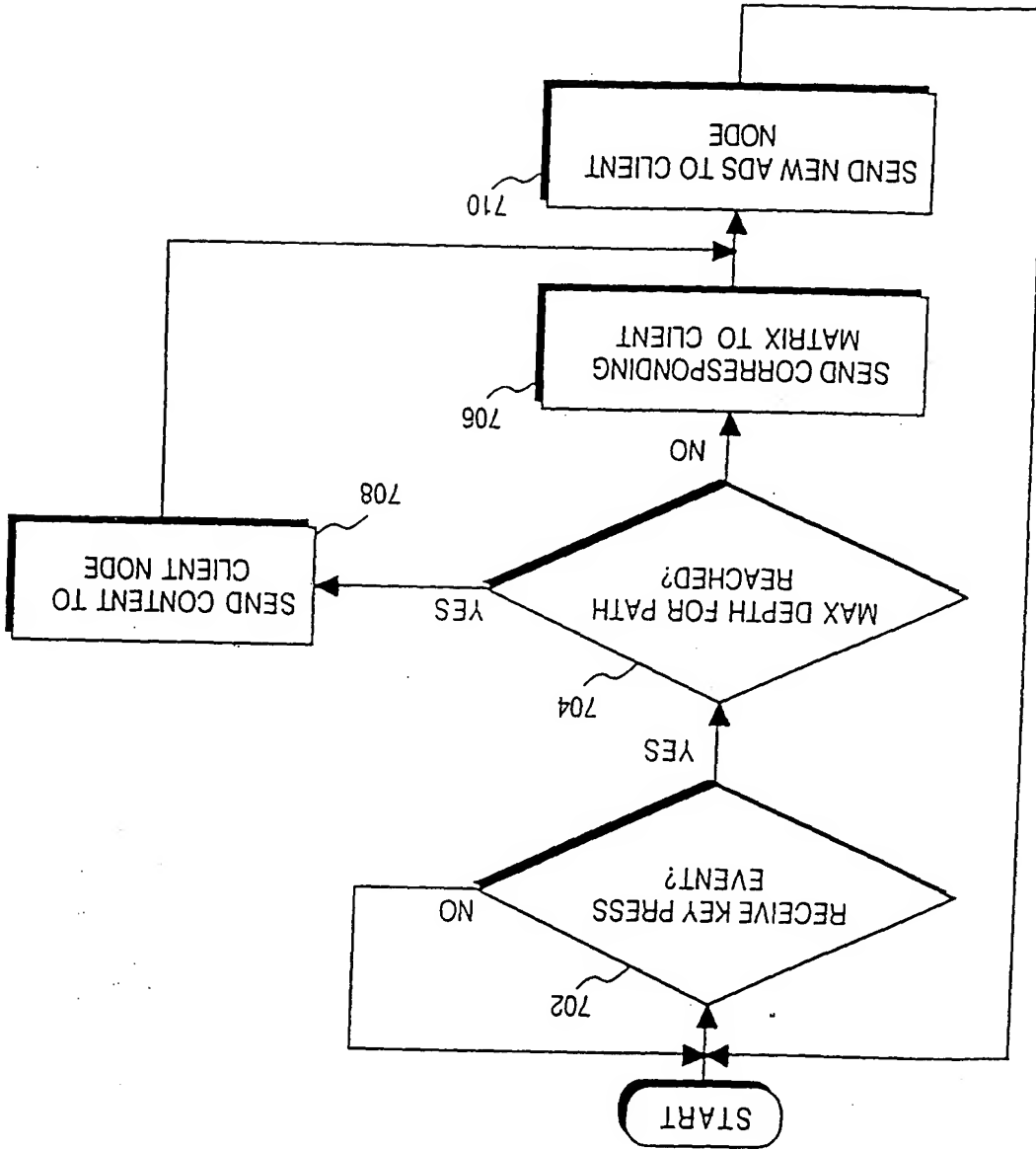
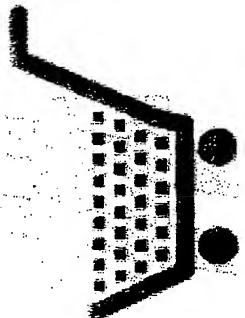


FIG. 7

<div>85%</div> <div>Asynchronous Messages</div> <div>Title Block</div>	#	0	*
C	9	8	7
B	6	5	4
A	3	2	1

F 168

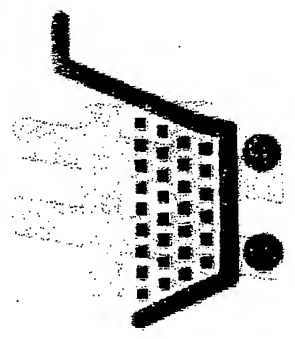
Primary, secondary, tertiary, quaternary, and quinary revenue based on time and location  
 Title: METHOD TO GENERATE ADVERTISING REVENUE BASED  
 ON TIME AND LOCATION  
 1st Named Inventor: Elliot A. Gottfricht  
 Express Mail No.: EV341031411US  
 Sheet: 13 of 20

Welcome	Books	Music	<div> <div>GUESS</div> <div>BANANA REPUBLIC</div> <div>patagonia</div> <div>NORDSTROM.COM</div> <div>ORIGINS</div> <div>MACYS.COM</div> <div>VICTORIA'S SECRET</div> <div>CRABTREE &amp; EVELYN</div> <div>CLINIQUE</div> <div>Mother Nature.com</div> <div>Enchanted Moon Gift Co.</div> </div>
DVD & Video	Electronics & Software	Toys & Video Games	
Home Improvements	Auctions	zShops	
Amazon.com	Search <input type="text"/> All Products		amazon.com sister site

702

705

706

Welcome	Books	Music	GUESS
DVD & Video	Electronics & Software	Toys & Video Games	BANANA REPUBLIC
Home Improvements	Auctions	zShops	patagonia
Amazon. com	Search <input type="text"/>		NORDSTROM.COM
amazon.com sister site			

Welcome

DVD  
&  
Video

Home  
Improvements

Books

Electronics  
&  
Software

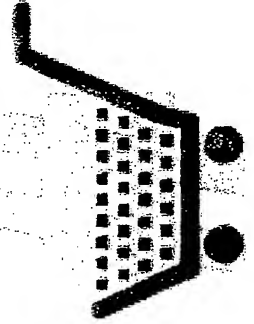
Auctions

Music

Toys  
&  
Video Games

zShops

Search  
  
All Products



GUESS

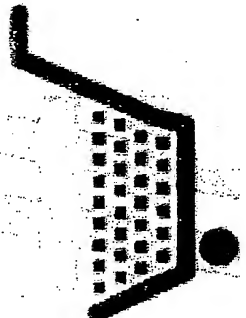
BANANA REPUBLIC

patagonia

NORDSTROM.COM

amazon.com  
sister site

Blakely, Sokoloff, Taylor & Zafman, LLP  
 (310) 207-3800  
 Title: METHOD TO GENERATE ADVERTISING REVENUE BASED  
 ON TIME AND LOCATION  
 First Named Inventor: Elliot A. Gottfrucht  
 Express Mail No.: 7241031411US  
 Sheet: 16 of 20

<p>Art, Architecture, Photography</p>	<p>Audiobooks</p>	<p>Biographies &amp; Memoirs</p>	<p>BANANA REPUBLIC</p>
<p>● Business &amp; Investing</p>	<p>Children's Books</p>	<p>Computers &amp; Internet</p>	<p>patagonia</p>
<p>Cooking, Food &amp; Wine</p>	<p>Entertainment</p>	<p>More...</p>	<p>NORDSTROM.COM</p>
<p>Amazon. com</p>	<p>Search <input type="text"/> All Products</p>		<p>amazon.com sister site</p>

704

704

01991



Fig. 1-1

Apparel  
&  
Accessories

Autos  
&  
Vehicles

Books  
&  
Music

Computers  
&  
Office

Electronics

Gifts  
&  
Consumables

Home  
&  
Garden

Sports  
&  
Fitness

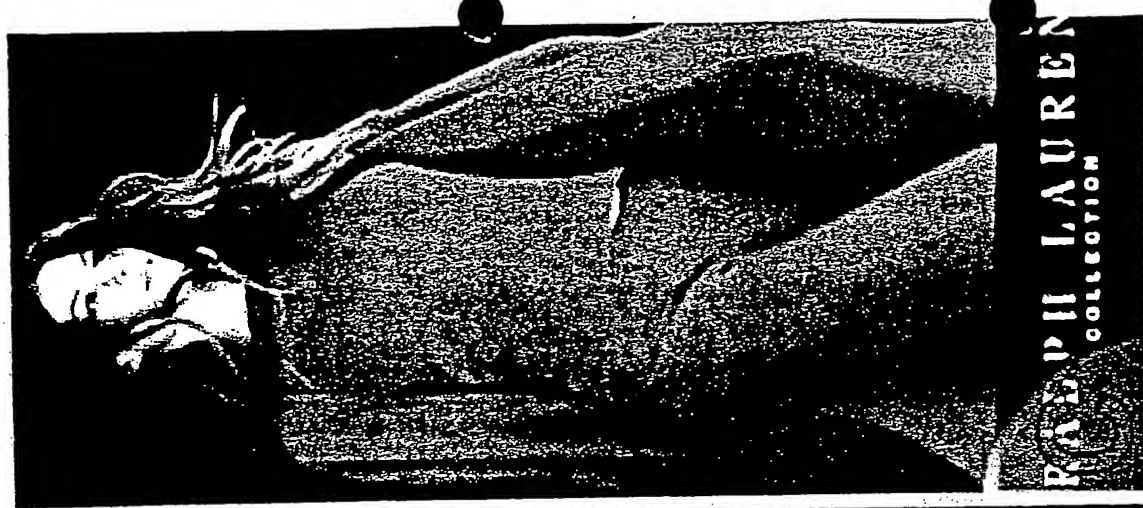
Toys  
&  
Hobbies

City

Search  
Information

J

Shopping  
&  
Products



RADPH LAUREN  
COLLECTION

1  
Audio

2  
Televisions

3  
Video

4  
Cameras

5  
Computers

6  
Office

7  
Communications

8  
Accessories

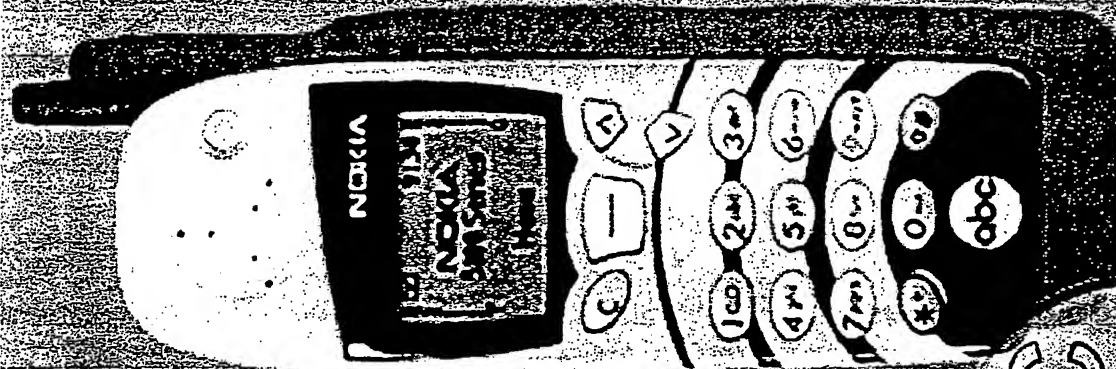
9  
PDA's

10  
City

11  
Search  
Information

12

Electronics



© 2000 Sony Electronics Inc.

1  
CD Players

2  
Digital  
Recorders

3  
Portable  
Web Players

4  
Tape  
Players

5  
Sound  
Systems

6  
Speakers

7  
Radio

8  
Receivers

9  
More...

10  
Cable  
TV

11  
Search  
Information

12  
J

Audio

PlayStation 2  
© 2000 Sony Electronics Inc.  
All rights reserved.  
Docket No.: 4346P001X3  
(310) 207-3800  
Taylor & Zaitman LLP  
Sony Electronics Inc.  
16565 Via Arroyo, Suite 100  
San Diego, CA 92127  
www.sony.com

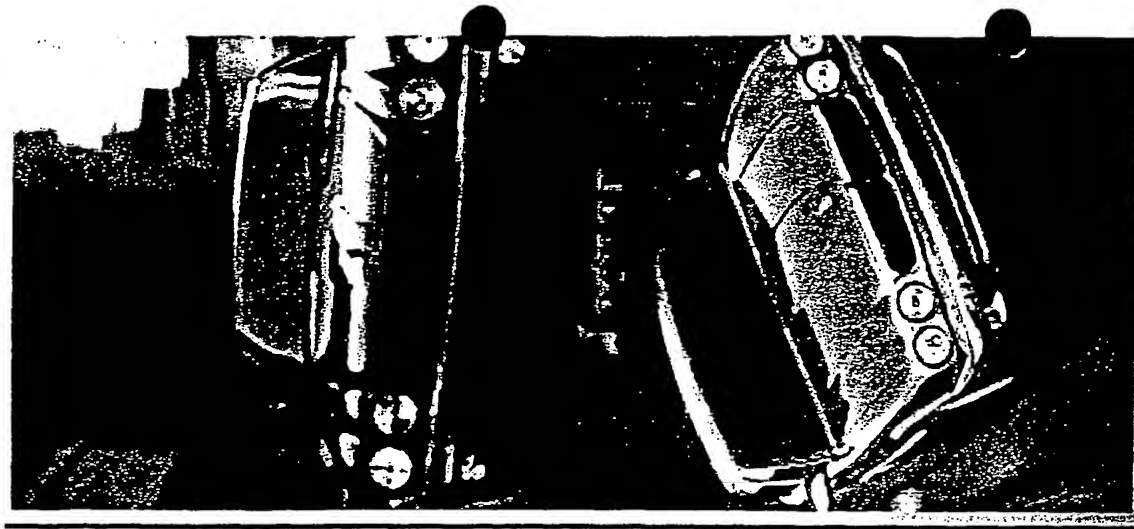
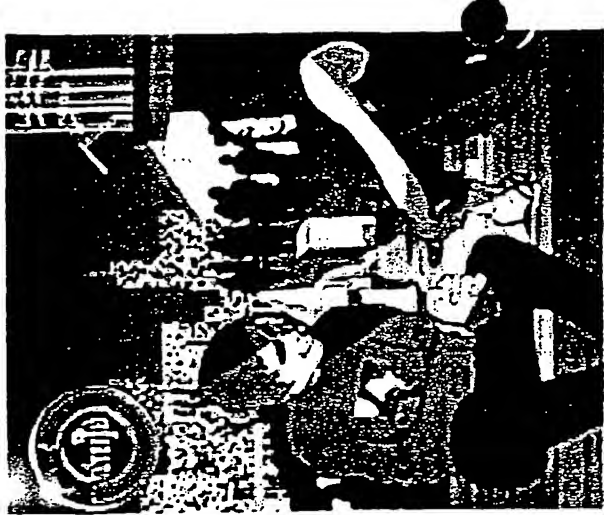
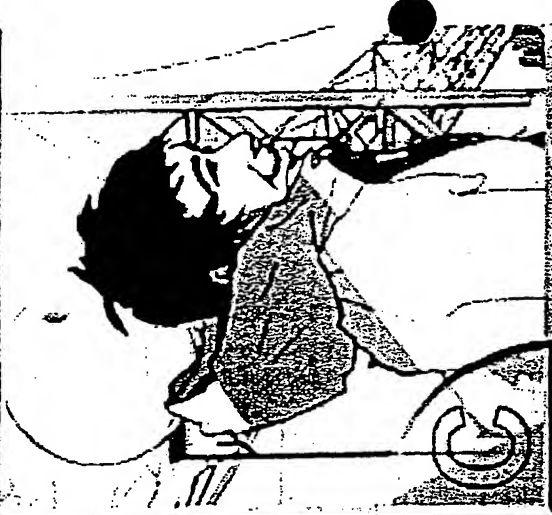
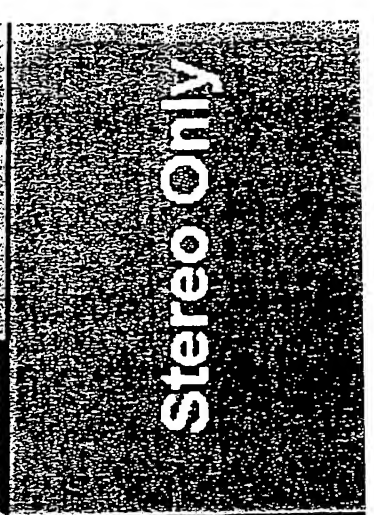




Fig. 10a

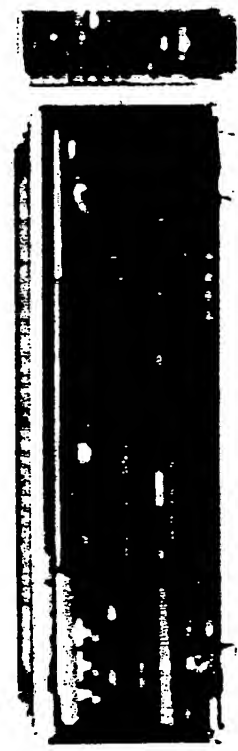
<p><b>Stereo Only</b> \$150 - \$290</p>	<p><b>Pro-Logic</b> \$180 - \$390</p>	<p><b>Surround</b> \$680 - \$800</p>	<p><b>Receivers</b></p>
<p><b>CR Industry Report</b></p>			
<p><b>TCV</b></p>	<p><b>Search Information</b></p>	<p><b>J</b></p>	
<p><b>dfx</b> www.dfx.com</p>			

Fig. 10e

<p><b>Technics</b> A-EX 110 150</p> <p>Rank #1 Consumer Reports</p>	<p><b>Sony</b> STR DE 310 \$180</p> <p>Rank #2 Consumer Reports</p>	<p><b>JVC</b> RX 318BK \$160</p> <p>Rank #3 Consumer Reports</p>	
<p><b>Inkyo</b> X 8511B 290</p> <p>Rank #4 Consumer Reports</p>	<p><b>Pioneer</b> SX 255R \$160</p> <p>Rank #5 Consumer Reports</p>	<p><b>Kenwood</b> 104 AR \$170</p> <p>Rank #6 Consumer Reports</p>	
<p><b>7</b></p> <p>Report No. 4246P001X3</p> <p>(310) 207-3800 Blakely, Sokoloff, Taylor &amp; Zafman LLP</p>	<p><b>8</b></p>	<p><b>9</b></p>	
<p><b>10</b></p>	<p><b>Search</b> Information</p>	<p><b>11</b></p>	<p><b>Stereo Only</b></p>

Technics  
SA-EX110

~~\$150~~  
Our Price: **\$129**



Rank #1  
Consumer Reports

4346P00 X3

Consumer  
Report

Similar  
Products

TV

Search  
Information

3  
Features

6  
Specifications

9  
PURCHASE

5

TOMMY  
HILFINGER



Tommy girl

Technics



Fig. 109

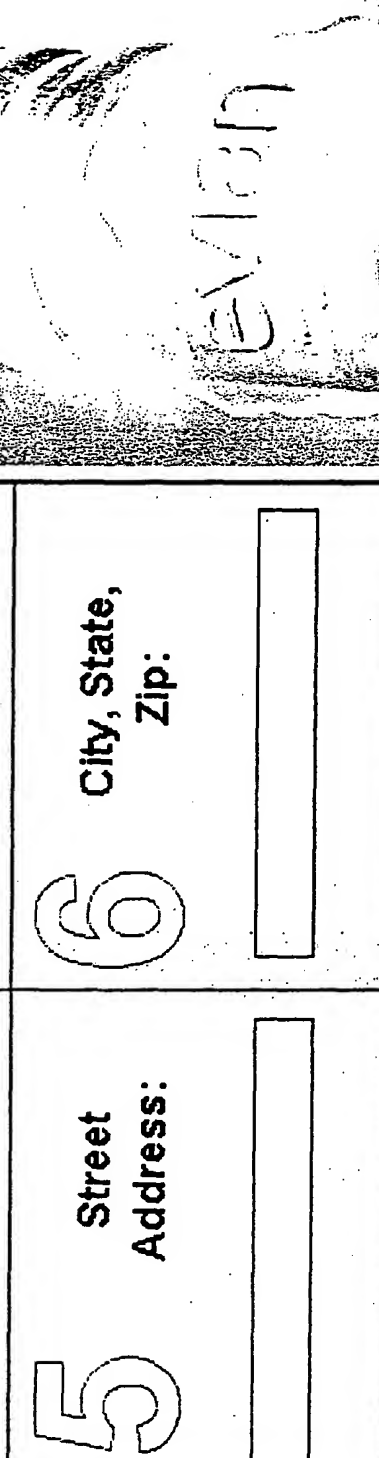
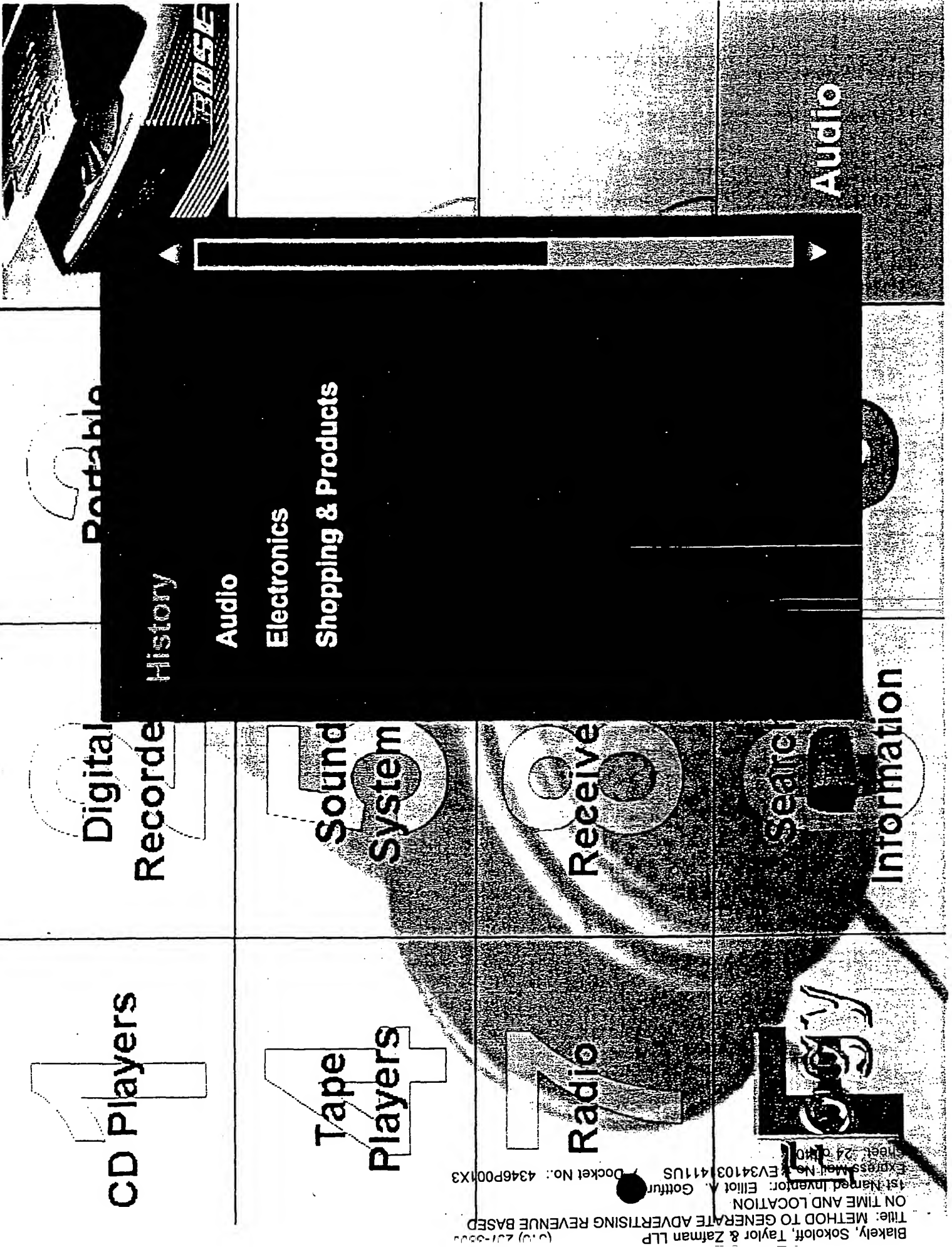
<b>1</b> Credit Card Type: <input type="text"/>	<b>2</b> Credit Card Number: <input type="text"/>	<b>3</b> Expiration Date: <input type="text"/>	
<b>4</b> Name: <input type="text"/>	<b>5</b> Street Address: <input type="text"/>	<b>6</b> City, State, Zip: <input type="text"/>	
<b>7</b> Ship to Different Address <input type="checkbox"/>	<b>8</b> Clear All Forms <input type="checkbox"/>	<b>9</b> Next <input type="checkbox"/>	
<b>10</b> Search Information <input type="checkbox"/>	<b>11</b> City <input type="checkbox"/>	<b>12</b> Technics Purchase <input type="checkbox"/>	

Fig. 11



Blakey, Sokoloff, Taylor & Zelman LLP  
(410) 207-3500  
Title: METHOD TO GENERATE ADVERTISING REVENUE BASED  
ON TIME AND LOCATION  
1st Named Inventor: Elliot A. Gottfur  
Express Mail No. EV34103411US  
Docket No.: 4346P001X3  
Sheet 24 of 40



Fig. 12a

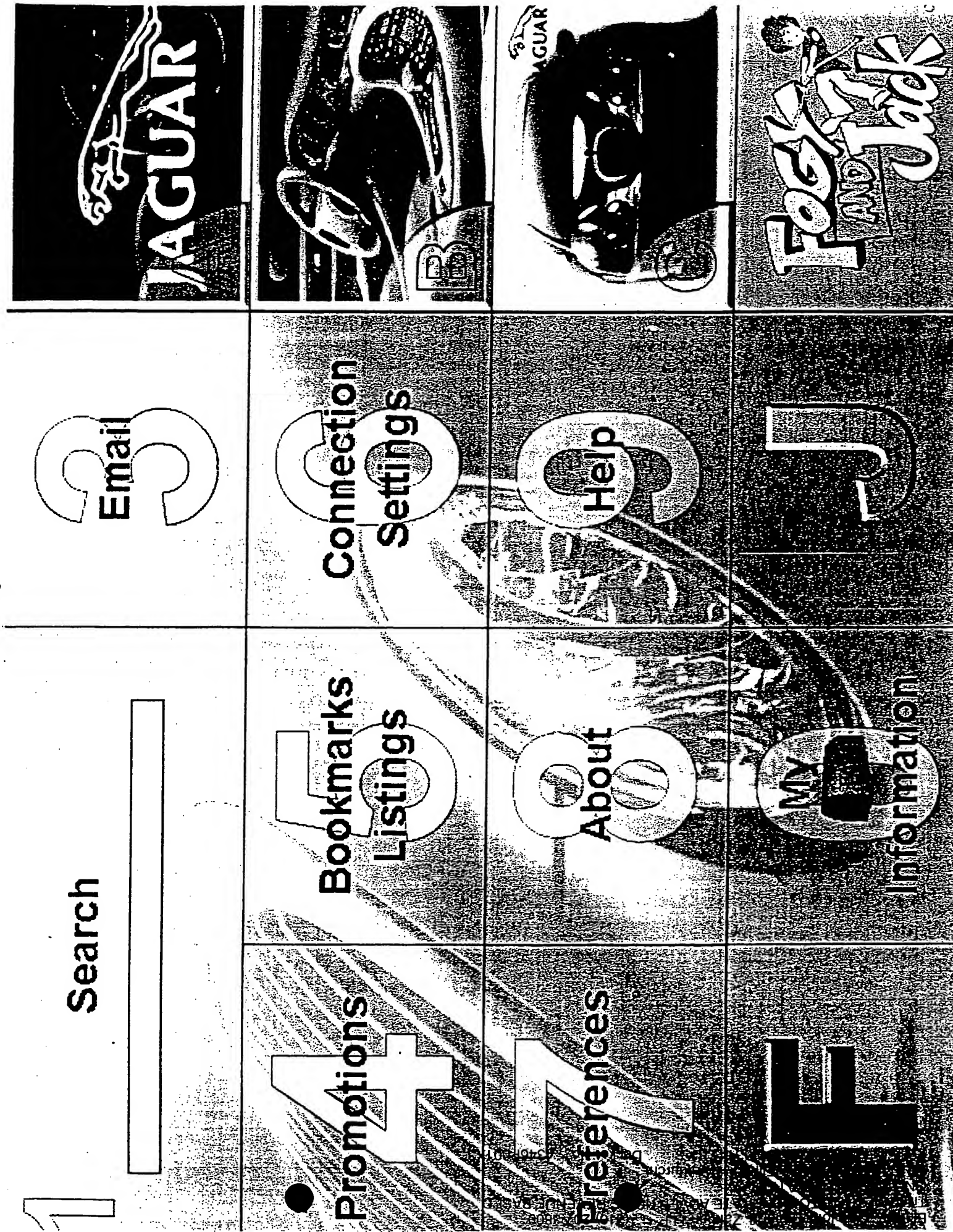


Fig 12b

1

Search

3  
Email



4  
Promotions



5  
Bookmarks  
Listings

6  
Connection  
Settings

7  
Preferences



8  
About

9  
Help

F



J



1 From: jack@foggyjack.com

2 To: user@foggyjack.com

3 Subject: Welcome!

4

Welcome new Foggy and Jack user!

Docket No.: 4346P001X3

(310) 207-3800  
ING REVENUE BASED

- 5 Send
- 6 Save
- 7 Cancel

Inbox

A

Outbox

B

Sent

C

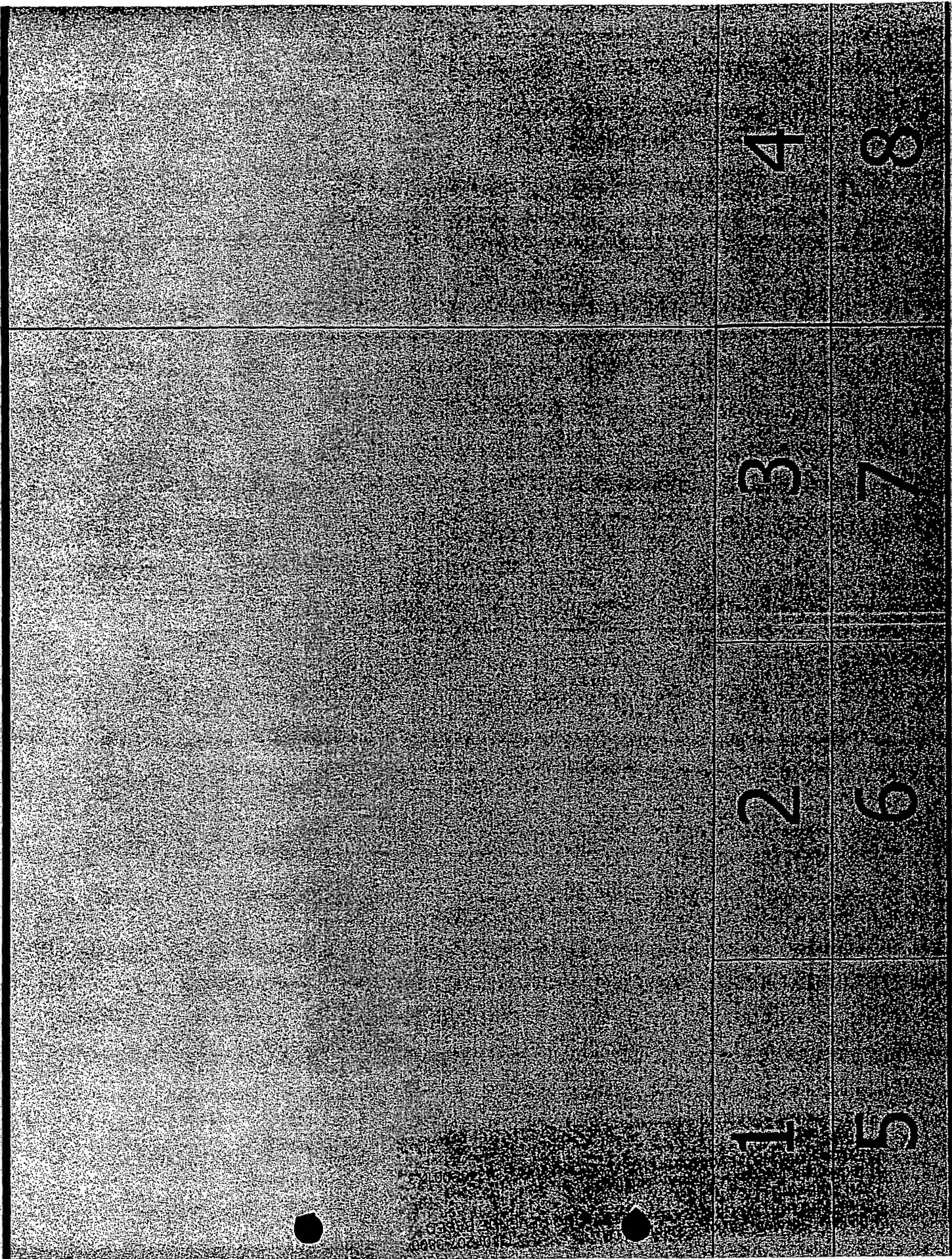
F

Trashcan

J

Email





4

8

3


7

2

6

1

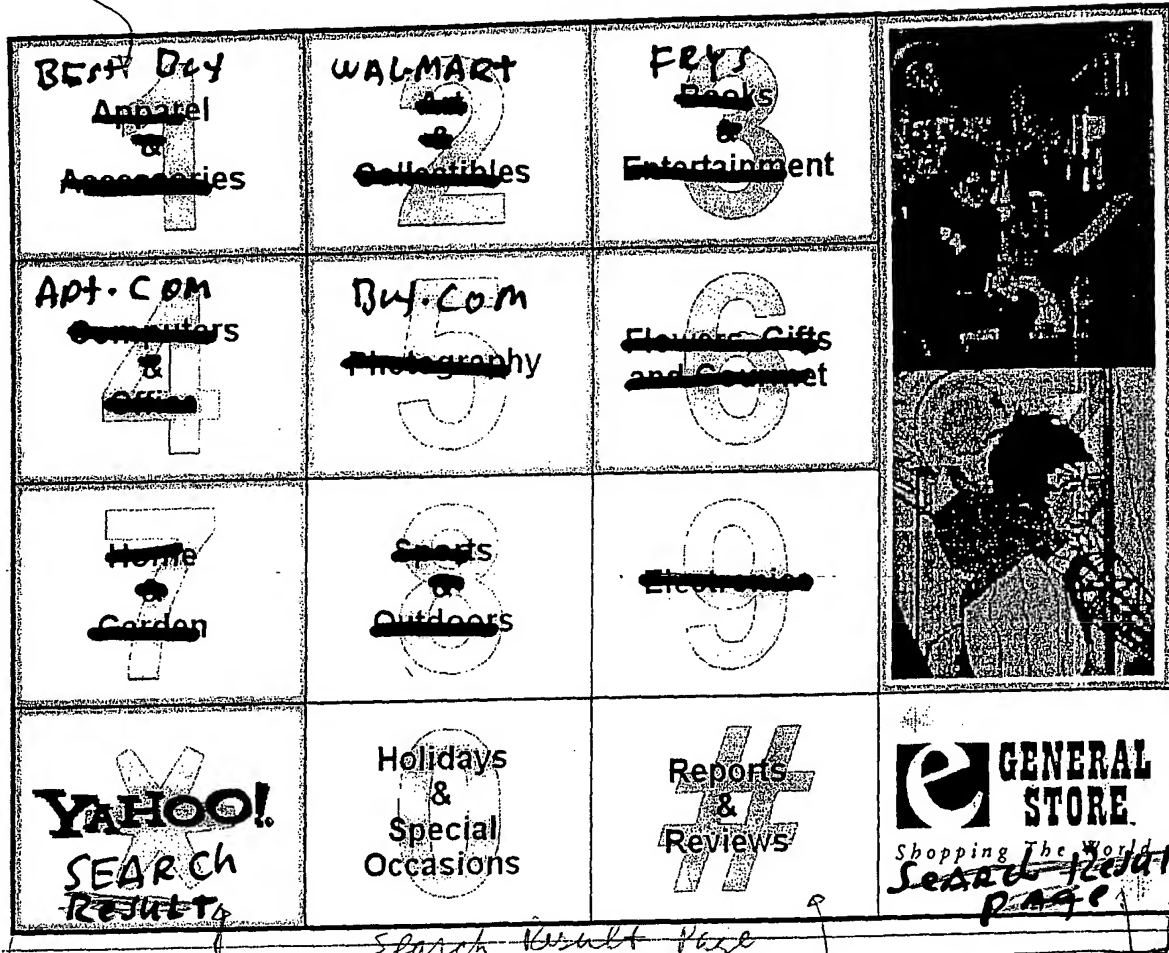
5

1 Apparel & Accessories	2 Art & Collectibles	3 Books & Entertainment	
4 Computers & Office	5 Photography	6 Flowers, Gifts and Gourmet	
7 Home & Garden	8 Sports & Outdoors	9 Electronics	
<b>YAHOO!</b> SEARCH PAGE	10 Holidays & Special Occasions	# Reports & Reviews	

Yahoo! E-Commerce Channel

Figure  
6

Figure



GENERAL  
STORE  
Shopping The World  
Search Result  
Page

1603

1607

1609

1611

Docket No.: 4346P001X3

1701 → Best Buy

Circuit City

FRY'S Electronics

Radio Shack

Walmart 5

Target 6

1711 → APPLE Computers

8

9

Yahoo! Search Page

0

# Beyond 90066

Results for 90066

Visit  
Santa Monica  
Ford  
0.0%  
Financing  
through  
July 4th

1705

Figure 17

1709

1801

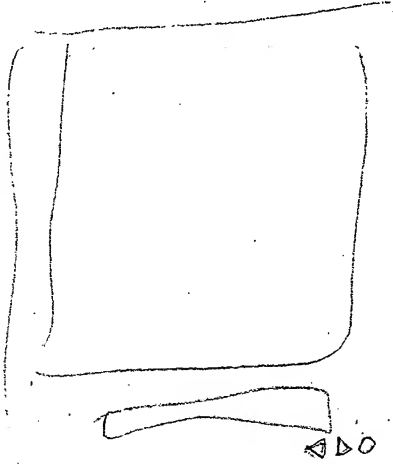
Apphance	Radio	Televisions
1	2	3
VCRs	Computers	Media
4	5	6
Software		
7	8	9
Yahoo! Search	0	Reports + Reviews
Best Buy - Culver City		

Grand  
Opening  
Coldstones  
Downtown  
Culver City

Figure 18



Product ID# 181975



PARASOUND

TV

\$150.00

with  
Built In

VCR

Surround Sound  
Audio

1901

Direct TV  
only

\$50 a  
month

Free  
Installation

Purchase



Additional

Product  
Information

OTHER

Neighborhood  
STORES

Best Buy Culver City

1903

1921

Figure 19

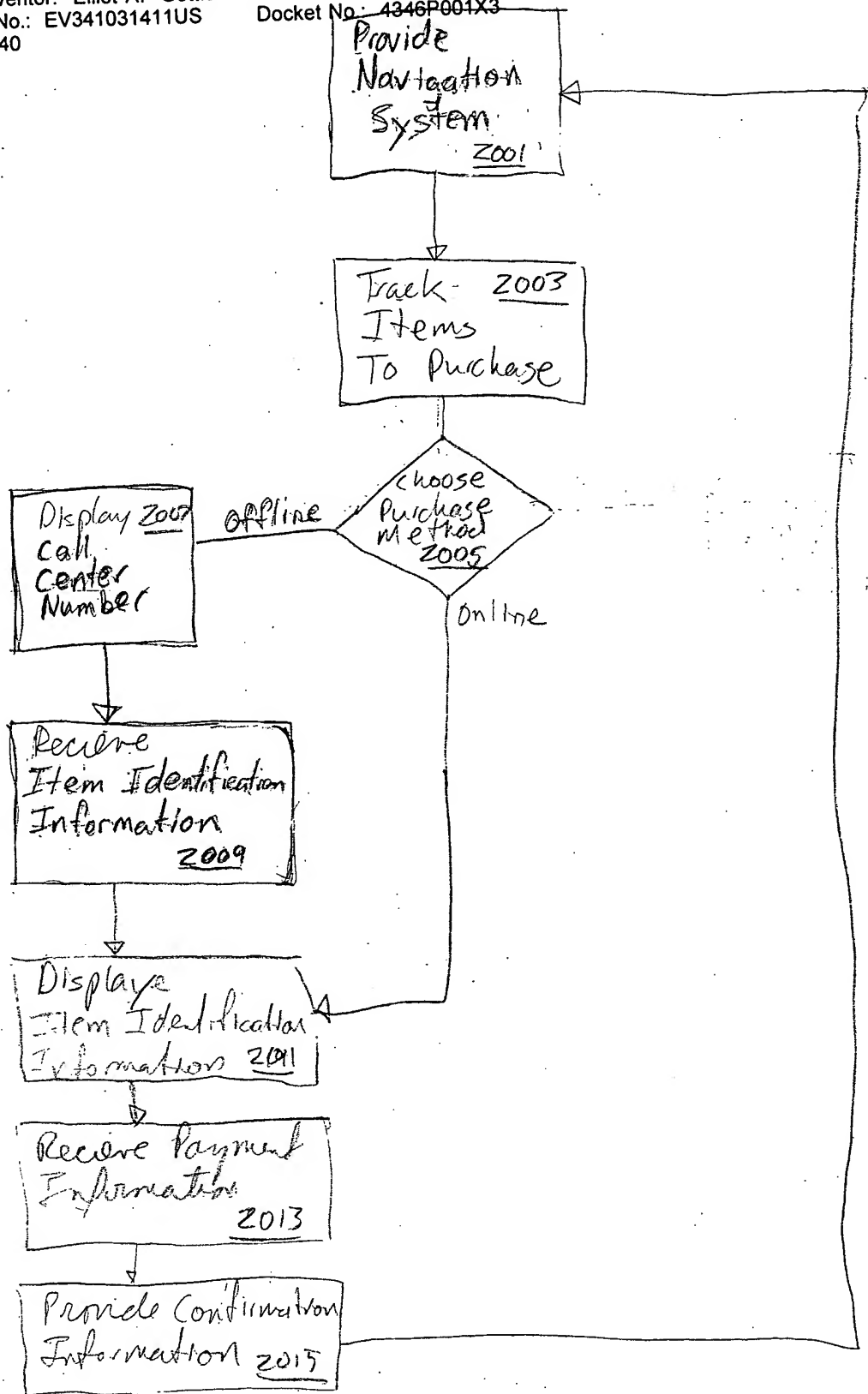


Figure 20

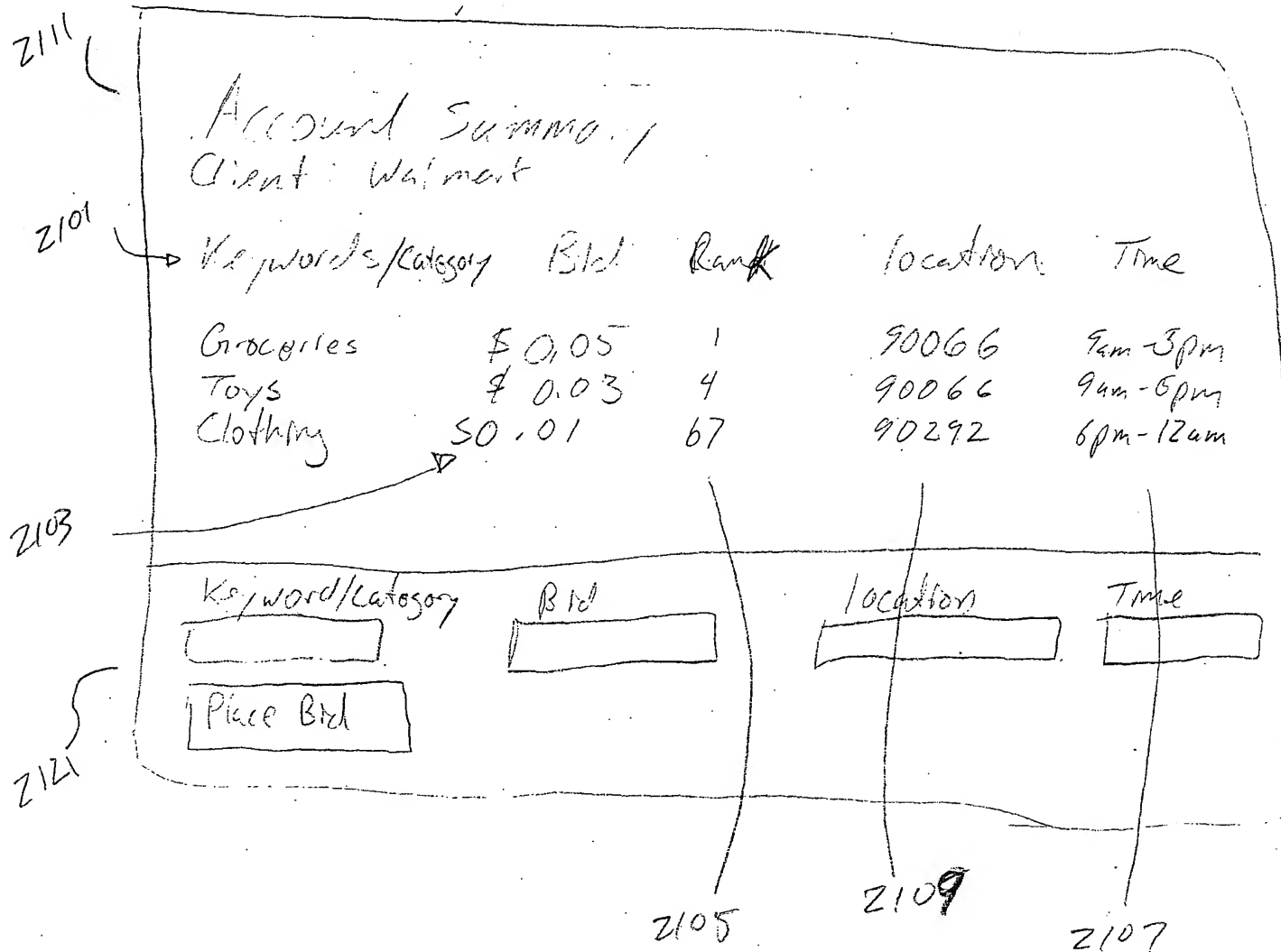


Figure 21

Figure 5 22

